



PRESS RELEASE

FOR IMMEDIATE RELEASE

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Classic Wire & Cable Adds New Rep in California

Virginia Beach, VA, January 25, 2022 -- Classic Wire & Cable is pleased to announce that ELR Sales will represent Classic in Northern California and the Reno, Nevada markets.

"ELR Sales completes our West Coast family of manufacturer's reps. We look forward to working with ELR and expanding in this market," stated George Merritt, Vice President of Sales and Marketing.

ELR Sales is based in Livermore, CA. The entire team brings the experience, enthusiasm and reputation needed to be successful. Contact ELR Sales at 925-292-0021 or visit www.elrsales.com.

For more information on Classic Wire & Cable, please visit www.classicwire.com or call 800-298-3500

About Classic Wire & Cable - Classic Wire and Cable, established in 2016 with the vision to exclusively serve electrical distributors, has quickly progressed from idea to reality, and is led by industry veterans with over two hundred years of wire & cable experience. With strategically placed regional distribution centers, each fully stocked with quality products, so our distributors can feel confident they are well supported with our full product line and competitive prices.